

Green Lodging

Pollution Prevention Strategies for the Hospitality Industry
www.deq.virginia.gov/p2/lodging

"Green" Means \$\$Green\$\$

"Do we want to be known as a 'green' hotel or resort?"

"Will our customers think that are some sort of radical, left-wingist organization?"

"We don't have extra money to spend on environmental projects."

The sentiments above sound like logical, realistic perspectives. Environmental cleanups and other projects always cost money - right? Sure, sometimes. However, in the case of the hotel industry, there are literally dozens of simple operational changes out there that can help the environment and save your facility money. Every purchase or operational decision you make is an opportunity! Consider these facts:



- **Optional Linen Service.** By initiating a policy of "optional linen service", a facility can expect to reduce it's water usage by up to 30%. This also means a 30% reduction in linen wear, detergent use, and energy use; as well as a significant decrease in labor costs.

Example: Optional Linen Service for a 100-Room Hotel

Monthly Expenses	
Water & Sewer	\$1800
Linen Purchases	\$500
Detergent Use	\$100
Energy - Washers/Dryers	\$100

TOTAL	\$2600

Potential Savings \$800/month



- **Low-Flow Water Fixtures** -- aerators, showerheads, and toilets -- can reduce water usage up to 40%. What does your facility pay in water and sewer?
- **Compact Fluorescent Light Bulbs** can save up to 75% on energy usage. They cost a bit more, but most are guaranteed for more than 2 years of continuous usage. They produce less heat, which assists cooling efficiency.



Example: Williamsburg Hospitality House & conference Center
Lobby contained 45 recessed-canister fixtures with 65-watt incandescent bulbs that ran 24-hours/day. They replaced with 20-watt compact fluorescent floodlights.

Costs: \$5 per compact fluorescent X 45 units = \$225

Results: energy usage reduced by 394-kWH *
savings of more than \$700/ year
labor savings by avoiding changing 315 light bulbs
significant heat reduction for cooling

Environmental Benefit -- Avoided Air Emissions from energy generation:

- 500 pounds of Carbon Dioxide
- 1 pound of Nitrogen Oxide
- 2 pounds of Sulfur Dioxide
- 3 mg of Mercury

- Efficient HVAC systems. It just makes sense to purchase properly sized and efficient heating and air-conditioning systems. Individually-controlled room thermostats are always worth the extra money, because they typically reduce energy costs by 5-10%.
- EnergyStar computers and equipment can save up to 50% in energy costs.
- Bulk Dispensers. In the rooms, in the restaurants, and in the service closets – reduces the waste of soap and other toiletries and saves time and money.
- Recycling. Recycling in many areas can be difficult to coordinate and even costly. However, when designed efficiently, recycling will usually result in reduced overall waste handling costs. Even when room recycling is not financially feasible, diversion of cardboard, steel cans, and grease almost always result in cost savings without too much effort. Recycling of bottles, cans, plastics, and paper can significantly reduce solid waste generation; and may pay off just because your guests will appreciate it so much!
- Landscaping – native vegetation and low-impact landscaping reduces water usage, fertilizer and pesticide use, and can reduce heating and cooling bills.
- Bulk purchase of environmentally-friendly cleaners can save money and reduce toxic exposures to staff and guests.



For more great ideas, check out the Pollution Prevention Practices for Hotels & Resorts checklist!

The Virginia Green Lodging program is the Virginia Department of Environmental Quality's (DEQ) initiative to promote pollution prevention (P2) practices in the tourism and hospitality industry. **Green Lodging** encourages hotels, resorts, and other hospitality operations to be aware of their impact on the environment and to take steps to reduce these impacts. **Green Lodging** is a **non-regulatory** program, and participation is completely **voluntary** and **free of charge**. VA DEQ Office of Pollution Prevention; 629 East Main Street; Richmond, VA 23219; Attention Tom Griffin. DEQ will prepare a framed certificate, summarizing your activities.



For the checklist or additional information, go to www.deq.virginia.gov/p2/lodging
OR contact DEQ's Tom Griffin at 804-698-4545 or rtgriffin@deq.virginia.gov

